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APPLICATION NUMBER	FILING OR 371 (c) DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
10/748,759	12/30/2003	Blake Scholl	249768082US

CONFIRMATION NO. 2699

25096
 PERKINS COIE LLP
 PATENT-SEA
 P.O. BOX 1247
 SEATTLE, WA 98111-1247

FORMALITIES LETTER



OC000000012544465

Date Mailed: 05/06/2004

NOTICE TO FILE MISSING PARTS OF NONPROVISIONAL APPLICATION

FILED UNDER 37 CFR 1.53(b)

Filing Date Granted

Items Required To Avoid Abandonment:

An application number and filing date have been accorded to this application. The item(s) indicated below, however, are missing. Applicant is given **TWO MONTHS** from the date of this Notice within which to file all required items and pay any fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a).

- The statutory basic filing fee is missing.
Applicant must submit \$ 770 to complete the basic filing fee for a non-small entity. If appropriate, applicant may make a written assertion of entitlement to small entity status and pay the small entity filing fee (37 CFR 1.27).
- The oath or declaration is missing.
A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.
- To avoid abandonment, a late filing fee or oath or declaration surcharge as set forth in 37 CFR 1.16(e) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter.

The applicant needs to satisfy supplemental fees problems indicated below.

The required item(s) identified below must be timely submitted to avoid abandonment:

- Additional claim fees of \$252 as a non-small entity, including any required multiple dependent claim fee, are required. Applicant must submit the additional claim fees or cancel the additional claims for which fees are due.

SUMMARY OF FEES DUE:

Total additional fee(s) required for this application is \$1152 for a Large Entity

08/12/2004 MAHME1 00000002 10748759

- | | | |
|---|------------|-----------|
| • \$770 Statutory basic filing fee. | 01 FC:1001 | 770.00 OP |
| • \$130 Late oath or declaration Surcharge. | 02 FC:1051 | 130.00 OP |
| | 03 FC:1202 | 252.00 OP |

- Total additional claim fee(s) for this application is **\$252**
 - **\$252** for 14 total claims over 20.

Replies should be mailed to: Mail Stop Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria VA 22313-1450

A copy of this notice MUST be returned with the reply.



Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE



Express Mail No. EV528712336US
Docket No.: 249768082US
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Nathaniel B. Scholl et al.

Application No.: 10/748,759

Filed: December 30, 2003

For: METHOD AND SYSTEM FOR
GENERATING AND PLACING KEYWORD-
TARGETED ADVERTISEMENTS

Confirmation No.: 2699

Art Unit: 3621

Examiner: Not Yet Assigned

RESPONSE TO NOTICE TO FILE MISSING PARTS OF APPLICATION

MS Missing Parts
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Notice to File Missing Parts of Application – Filing Date Granted mailed May 6, 2004, Applicants respectfully submit a Combined Declaration and Power of Attorney, a Petition for Extension of Time, the Filing Fee for the Application (as shown on accompanying Fee Transmittal), and Part 2 Copy of Notice.

Our check in the amount of \$1262.00 covering the fee set forth in 37 CFR 1.16(e) and the filing fee for the subject application is enclosed. The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our

Application No.: 10/748,759

Docket No.: 249768082US

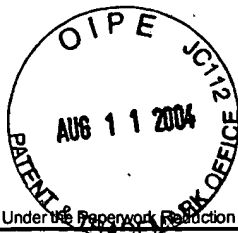
Deposit Account No. 50-0665, under Order No. 249768082US. A duplicate copy of this paper is enclosed.

Dated: 8/6/04

Respectfully submitted,

By Maurice J. Pirio
Maurice J. Pirio

Registration No.: 33,273
PERKINS COIE LLP
P.O. Box 1247
Seattle, Washington 98111-1247
(206) 359-8000
(206) 359-7198 (Fax)
Attorney for Applicant



Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

FEE TRANSMITTAL for FY 2004 <small>Effective 10/01/2003. Patent fees are subject to annual revision.</small>		Complete if Known	
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27		Application Number	10/748,759-Conf. #2699
TOTAL AMOUNT OF PAYMENT (\$)		Filing Date	December 30, 2003
1,262.00		First Named Inventor	Nathaniel B. Scholl
		Examiner Name	Not Yet Assigned
		Art Unit	3621
		Attorney Docket No.	249768082US

METHOD OF PAYMENT (check all that apply)		FEE CALCULATION (continued)																																											
<input checked="" type="checkbox"/> Check	<input type="checkbox"/> Credit Card	3. ADDITIONAL FEES																																											
<input type="checkbox"/> Money Order	<input type="checkbox"/> Other																																												
<input type="checkbox"/> None																																													
Deposit Account: Deposit Account Number: 50-0665 Deposit Account Name: Perkins Coie LLP																																													
The Director is authorized to: (check all that apply) <input type="checkbox"/> Charge fee(s) indicated below <input checked="" type="checkbox"/> Credit any overpayments <input checked="" type="checkbox"/> Charge any additional fee(s) or any underpayment of fee(s) <input type="checkbox"/> Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.																																													
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1. BASIC FILING FEE																																													
<table border="1"><thead><tr><th>Large Entity Fee Code</th><th>Large Entity Fee (\$)</th><th>Small Entity Fee Code</th><th>Small Entity Fee (\$)</th><th>Fee Description</th><th>Fee Paid</th></tr></thead><tbody><tr><td>1001</td><td>770</td><td>2001</td><td>385</td><td>Utility filing fee</td><td>770.00</td></tr><tr><td>1002</td><td>340</td><td>2002</td><td>170</td><td>Design filing fee</td><td></td></tr><tr><td>1003</td><td>530</td><td>2003</td><td>265</td><td>Plant filing fee</td><td></td></tr><tr><td>1004</td><td>770</td><td>2004</td><td>385</td><td>Reissue filing fee</td><td></td></tr><tr><td>1005</td><td>160</td><td>2005</td><td>80</td><td>Provisional filing fee</td><td></td></tr><tr><td colspan="5">SUBTOTAL (1) (\$)</td><td>770.00</td></tr></tbody></table>		Large Entity Fee Code	Large Entity Fee (\$)	Small Entity Fee Code	Small Entity Fee (\$)	Fee Description	Fee Paid	1001	770	2001	385	Utility filing fee	770.00	1002	340	2002	170	Design filing fee		1003	530	2003	265	Plant filing fee		1004	770	2004	385	Reissue filing fee		1005	160	2005	80	Provisional filing fee		SUBTOTAL (1) (\$)					770.00		
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**or number previously paid, if greater; For Reissues, see above																																													
SUBMITTED BY		(Complete if applicable)																																											
Name (Print/Type) Maurice J. Pirio		Registration No. (Attorney/Agent) 33,273																																											
Signature		Telephone (206) 359-8000																																											
		Date 8/6/04																																											